



Fact Sheet

California's Home Energy Improvement Market

The California Public Utilities Commission (CPUC) and the California Energy Commission are working together to create a statewide energy efficiency home improvement market focused on whole house, performance-based approaches. Emerging programs designed to achieve this objective are detailed below.

Energy Upgrade California

The Energy Upgrade California program will transform the residential energy improvement market by:

- Offering both a basic and advanced program level for customers;
- Educating customers on the house-as-a-system (or whole house) concept to encourage behavior changes that increase residential energy efficiency;
- Educating contractors on the benefits of learning how to properly sell and install whole house measures;
- Offering incentives that influence customers and contractors to undertake comprehensive residential retrofits; and
- Promoting coordination with relevant external funding, financing and workforce education and training efforts at the county, state, and federal levels.



California's investor-owned utilities (IOUs) will market both the basic and advanced program options under one single brand, Energy Upgrade California. This brand will be jointly managed by the California Energy Commission and the CPUC. The IOU programs seek to enroll customers through a targeted marketing approach that focuses on high energy use homes built pre-1978 (the year that Title 24, California's building code on energy efficiency, was instituted), previous energy efficiency adopters, and new homeowners at the time of transition.

Basic Option

This program level is an easy entry point for customers on the road to deeper energy efficiency retrofits. It offers a \$1,000 rebate for homeowners who install a bundled, basic package of measures estimated to achieve 10 percent energy savings. The program will target between 38,000-58,000 homes. Participating contractors will be required to have a Building Performance Institute (BPI) Analyst on each team for combustion safety testing and participate in a brief program-specific training course in addition to maintaining proper licensing, bonding, and insurance requirements.

Package of Measures to Qualify for the Energy Upgrade California Basic Option Rebate
<ul style="list-style-type: none">• Blower-door-based air sealing;• Attic insulation;• Pipe wrap for all accessible domestic hot water heater piping;• Duct sealing; and• <i>Optional Measure</i> – Low Flow Showerhead or Thermostatic Control Valve for Showerheads.

Advanced Option

This program level provides customers with a more robust and flexible set of measures seeks to achieve deeper savings with comprehensive home energy improvements. The program requires diagnostic test-in/test-out whole house assessments consistent with prevailing state and national standards. Participating contractors are required to have a BPI Certification in appropriate categories, and are strongly encouraged to have firm-wide BPI accreditation in addition to maintaining proper licensing, bonding, and insurance requirements.



Advanced Option Incentives	
Energy Savings: Percent Reduction	Incentive Amount
10% (Edison/SoCalGas/SDG&E)	\$1,250
15% (PG&E)	\$1,500
20%	\$2,000
25%	\$2,500
30%	\$3,000
35%	\$3,500
40% +	\$4,000

California Energy Commission Energy Upgrade California State Energy Program (ARRA funded)

This program stimulates the 'whole house' approach to the residential home improvement industry and promotes collaboration with available financing and workforce development programs where possible.

- Targets at least a 10 percent reduction in energy performance in over 37,000 single and multifamily homes.
- More than \$50 million of federally allocated American Recovery and Reinvestment Act (ARRA) funds will be leveraged with more than \$249 million state, local, and IOU incentive funds.

Energy Efficiency Block Grant Discretionary Funding (ARRA funded)

The California Energy Commission awarded funds to proposals that demonstrated a commitment to whole house based residential home improvement programs and sought to coordinate with financing and workforce development programs.

- Targets energy efficiency improvements in 11,300 single-family and multi-family homes.
- More than \$11 million of federally allocated ARRA funds will be leveraged with more than \$164 million state, local, and IOU incentive funds.

Collectively, these two grant programs will provide for energy efficiency improvement programs in more than two-thirds of California's counties and hundreds of cities across California.

Department of Energy Better Buildings Program

The Retrofit California program funded under the Better Buildings program ramps up the residential energy and water efficiency home improvement market through innovative financing, marketing, and outreach approaches.

- Seeks to achieve upgrades in over 18,000 buildings, providing over \$7 million in annual energy savings and creating or preserving over 2,600 jobs.
- Funded at \$30 million.
- Available in Los Angeles County, the Association of Bay Area Governments territory, and the Sacramento Municipal Utility District territory.

Engage 360

Engage 360 is a new brand that will use a web portal and campaign to increase consumer awareness of and participation in energy saving activities across California. Engage 360 was created by the CPUC and the IOUs. The campaign aims to help reduce California's energy use 20 percent by 2020. Engage 360 is grounded in a community based effort to provide clear and relevant options for smart energy solutions. It will build knowledge, engagement, and opportunities for action across all aspects of consumers' daily lives.



For more information on utility programs, please contact the CPUC's Cathy Fogel, Senior Analyst, at (415) 703-1809 or cf1@cpuc.ca.gov.

Visit Energy Upgrade California: www.energyupgradecalifornia.com
Visit California's Energy Efficiency Web Portal: www.engage360.ca.gov